

resume

# JERI MCMMASTER

address

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## Overview/Objectives

An experienced designer and marketing manager for a wide variety of clients with an emphasis on sports companies, women's empowerment and human rights organizations. Has owned and operated design agency, Two States Design Co. for over seven years. In this time have managed all budgets, timelines, resources, and design teams. Holds full responsibility for all projects start-to-finish, with strong emphasis on strategy and design. Working often with companies in sports industries such as surfing, skateboarding, kiteboarding, lacrosse and athletic training, is able to communicate their messages effectively through direct consumer connection. 3 years of experience in a corporate environment/2+ in small design agency environment/9 in sole proprietorship role. **Seeks an art director position or contract based design relationship.**

## Experience

### **Owner, TwoStates Design Co Portland, OR, (2001 – present)**

Currently manage all aspects of this design shop. Client lead generation, estimating/proposals, deal negotiations, recruiting, team-building, project management, design and creative direction, client interfacing, relationship management. TwoStates has grown to have several freelance designers, developers, writers, web developers, and photographers involved in projects, as needed. Have sourced, hired, and managed all resources, and developed processes and procedures to facilitate effective team work.

Managing and growing networks of relationships, continually strengthen relationships over time, gain trust with clients and business colleagues by investing time to understand people and their business needs, and providing real value to them. Receiving real value in return, as well. Expanding business opportunities for Two States as well as clients and colleagues through strong networking and the ability to connect people and make deals happen.

Developed one and two year brand development strategies, managed project scope control based on company scheduling and budget. Implemented monthly milestones and presented strategies and designs on a regular basis for a variety of clients. Presentations typically delivered verbally live as well as in a digital format for later review. Increased brand visibility significantly. Have strategized, concepted, designed and produced most projects start to finish, with the exception of managing design teams when contractors are hired.

*Clients include but are not limited to: Oregon Surf Adventures, Kids Who Rip, Lacrosse Northwest, Pyramid Athletics, Pacific Northwest College of Art, International Campaign to Ban Landmines, Nobel Women's Initiative, World Pulse Magazine, BecomeX, HorsePower Personal Training, Portland Children's Investment Fund, 28 Burnside, Boule Chocolates, Parallel Development, Sylvan Crest Townhouses, Teachers for America, Vista Human Resource Consulting, I Have a Dream Foundation, Lacrosse Northwest Gear Exchange, Apt Video Tours, Scarlet Chamberlin Jewelry*

### **Freelance Designer, Various Agencies in Portland, (2001 – present)**

Nike, Paris France, Ziba, Plazm, Webtrends, Euro RSCG, Serum Creative Lab, Narrative Lab,

*Projects/Clients include but not limited to: Nike Sponge, Twist, Oregon Hematology Oncology Associates, Oregon Lottery Playtime, Nike Presto Asia/Pacific, Webtrends, Adobe Stock Photo, Adobe Lightroom, Adobe Picturehouse, Intel, iPath, iShares, Anderson Construction, Gerber Knives, MTV Latin America, National Fish & Wildlife Foundation, Heart of Oregon Corps,*

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## Graphic Designer - Big Theory LLC / Xceed inc - Dallas Texas - 1999-2001

Entered as a junior designer at Big Theory, a boutique web design agency. Quickly gained large responsibilities and led design teams and projects. Moved into Senior Designer role at Xceed, inc (bought out in 2000). Design lead for the Herman Miller Red and Herman Miller brand contract with responsibility for all design interactions and presentations with the client, as well as leading the design team. Presentations to large groups. Maintained a professional and strong relationship with the client. Received many praises for pushing projects beyond expectations, adding dimension to concepts and clearly communicating the clients needs to the design team. Designed several interfaces that were implemented fully.

*Clients included but not limited to: Herman Miller, Herman Miller Red, Hilton, jobs.com, elogo, Nokia, GTE, CBS, American Airlines, Xceed inc, Vios, Microsoft, elogo*

## Internships/Other Experience

Engineering Animation, Inc - Ames Iowa - 1998-1999 (video game interface design)  
121 Design Consultants - London England - 1998 (packaging design)  
2110 Design - Minneapolis Minnesota - 1998 (marketing materials + branding)

## Education

### Iowa State University School of Design - Ames Iowa (1995-1999)

Bachelor of Fine Arts in Graphic Design with a minor in Photography

### Mount Mercy College - Cedar Rapids Iowa (1993-1995)

Began work on Bachelor of Fine Arts in Graphic Design before transferring to ISU

## Applications

Adobe CS3 / Quark X-Press / Mac OS / iwork / Microsoft Office

## Athletic Interests / Commitments

Multi-sport/Athletic training, Kiteboarding, Surfing,  
Crossfit Level 1 Certified.

## Memberships

American Institute of Graphic Arts  
gotoandplay (design forum moderator)  
Women's Kiteboarding Association  
Surfrider Foundation  
BecomeX